



CITY COUNCIL MEETING

AGENDA SECTION	CONSENT
MEETING DATE	SEPTEMBER 14, 2026

ITEM:	Award Replacement of the Digital Sign at Top Valu II Liquor Store to Albrecht Sign Company, Not To Exceed \$50,000.		
Presenting Item: Aaron Chirpich, City Manager			
DEPARTMENT: Finance		BY/DATE: Joseph Kloiber, Finance Director/Sept 2, 2026	
CORE CITY STRATEGIES: <i>(please indicate areas that apply by adding an "X" in front of the selected text below)</i>			
☐ Community that Grows with Purpose and Equity		☒ Engaged, Effective and Forward-Thinking	
☒ High-Quality Public Spaces		☐ Resilient and Prosperous Economy	
☒ Safe, Accessible and Built for Everyone		☐ Inclusive and Connected Community	

BACKGROUND

The existing digital sign at Top Valu II liquor store completely failed this past year, after many years of problems. Replacement display components that make up the visual sides to the sign have not been available for a few years. In its last year of service, all the remaining working components were combined to use one side of the double-sided sign.

Replacement of this sign was included in the 2026 budget adopted by the City Council. Staff has obtained replacement quotes from three vendors with whom the City has positive relationships. The request for proposals specified that the replacement sign needs to fit within the existing masonry monument for the sign.

These proposals were evaluated by staff in light of the City's past experience purchasing and maintaining these types of signs. The market offers a wide range of price points, with the lower end being less than half the cost of high-quality devices. Of the five such signs the City owns, three are a widely recognized premium brand – Daktronics – and two are off-brands obtained at the lowest possible bid. To staff's knowledge, there has never been a problem with any of the Daktronics signs and there have been extensive problems with the off-brand signs, both of which have been discontinued by their manufacturers.

The proposal received from the vendor, Install This Sign and Awning Company, did not contain enough detail to adequately evaluate their proposal and they did not respond to the City's follow-up inquiry. The proposal from Albrecht Sign Company is for a Stax brand sign at \$48,621.28. The proposal from Demars Signs is for a Watchfire brand sign at \$33,173.80.

Both Stax and Watchfire have reputations as reliable, high-quality devices. In this case, the main difference between the two is that the Stax sign more fully utilizes the space within the existing monument. It is approximately 30% larger than the Watchfire sign proposed. Factoring in the electrical work not included in Demars' quote, the cost per square foot of display area is only marginally higher for the Albrecht proposal.

For the smaller Watchfire sign proposed by Demars, the resulting gap between the monument and the sign would be covered with filler panels, essentially forming an inner frame between the monument and the sign.

Lastly, staff notes that Albrecht was the vendor that provided the City's three Daktronics brand signs. Albrecht did not propose a Daktronics brand sign in this case, specifically because of this issue of fitment within the existing opening in the masonry monument.

SUMMARY OF CURRENT STATUS

The defunct existing sign is covered with temporary signage. There is some urgency to complete the replacement before the busy holiday sales season.

STAFF RECOMMENDATION

Staff recommends the larger Stax brand sign proposed by Albrecht. Not only will the larger sign be more effective, but also it has the aesthetic advantage of appearing more intentional by design for the existing monument.

RECOMMENDED MOTION(S):
MOTION: Move to award replacement of the digital sign at Top Valu II liquor store to Albrecht Sign Company, not to exceed \$50,000.

ATTACHMENT(S)

2 vendor proposals